



City of Chicopee  
City Council  
Utilities Committee

**Members**

Gary Labrie, Chair  
William Courchesne, Vice Chair  
Shane Brooks  
Joel McAuliffe  
Robert J. Zygarowski

**APPROVED 12-9-19**

**MINUTES  
July 17, 2019**

The following are the minutes of a public hearing held Wednesday July 17, 2019 at 6:00 PM at the RiverMills Senior Center, 5 West Main Street, Small Garden Room, 14A, Chicopee, MA 01013.

**Members Present**

Labrie, Courchesne, Zygarowski, Brooks

**Members Absent**

McAuliffe

**Also Present**

John Beaulieu (Mayor Chief Staff), Dan Garvey (Associate City Solicitor), Jeff Cady (General Manager Electric Light), Councilor Balakier, Councilor Dobosz, Katie Longley (CPA Vice President Finance and Administration Elms College), Jonathan Scully (Vice President of Enrollment Management and Marketing Elms College)

The meeting was called to order at 6:00 PM

In compliance with the Open Meeting Law the Chairman asked if anyone in the audience was recording the meeting. Seeing none the meeting continued.

**ITEM #1**

**BE IT ORDERED THAT** Elms College be permitted to attach banners on the light poles along Springfield Street to help their campus stand out and brand it a little better.

**Councilor Balakier** stated that the Elms College is interested in attaching banners on light poles along Springfield Street. He stated that they are a historic district and they're a nonprofit college. He stated that they want to do something to try to help their campus. He stated that maybe this can be granted with some conditions such as a non-profit college in a historic district.

**Jeff Cady** stated that we are not opposed to it but our concern is if we do it here how do we prevent it from happening somewhere else. He stated that there are some safety issues that we still have to address. He stated that there are two poles where there is a cable box at fifteen feet, so if you're going to put a banner it's going to have to go fifteen foot under that.

**Councilor Brooks** stated that an institution of higher learning would be the minimum criteria in order to qualify to do that then that would exclude a church, bizarre, elementary school or other non-profit organizations. He stated it's our flagship institution within the City of Chicopee Elms College; that would be the main qualifier in my opinion.

**Attorney Garvey** stated that we would have to get permission from the DPW. He stated that we prohibit everybody else unless they get permission.

**Councilor Zygarowski** asked how many poles with the flags.

**Jeff Cady** stated it was his understanding about seven poles. He stated that we would put the flags up.

**Councilor Courchesne** stated they could put them up at an angle to offset.

**Jonathan Scully** stated that we'd like to line the entire Elms property down Springfield Street and Fairview. He stated that's our intention and we'd like one to go on every light pole if possible, but we are very much open as to what you guys need as far as size and style. We are happy to work with you to make it work as best we can.

**Jonathan Scully** stated that we'd like to brand the area as Elms College neighborhood, we are proud to be part of Chicopee. He stated that we'd like to let people know when they're driving by where they are.

**Jeff Cady** stated from a safety perspective there are cable boxes on some poles.

**Jonathan Scully** stated that if there are one or two poles that are problematic we could skip those poles. He stated that we would like to put up twelve poles but if we lose a few that's not a problem.

**Councilor Krampits** stated that he's not opposed to branding the college and making it more visible. His concern is we banned it throughout the city and we're going to put them up to institutes of higher education. He stated he doesn't think that's enough to not be challenged.

**Councilor Zygarowski** stated that we put banners on the poles in downtown Chicopee. He stated that it beautifies our downtown. He stated that he is in favor of the banners at Elms College.

**Councilor Brooks** stated that Elms College is a non-profit institute of higher education. He stated that there is different intension with Elms College being a landmark in the city. He doesn't disagree that a challenge may arise from that but he thinks that it's non-profit and in good standing with the commonwealth. He stated that it can help illuminate and draw attention to the college.

**Attorney Garvey** stated that right now it's unlawful to place any signs of any kind on municipal poles without the written permission of the Department of Public Works Director. He stated that the second step Chicopee Electric Light would have to approve it. He stated that we can't order it, we could recommend that they allow the installation of the banners along Springfield Street and Fairview Avenue.

**Attorney Garvey** stated that the Police Department, Fire Department, DPW or Emergency Management; any one of those Directors can approve the sign. We need one of those four and in this case Chicopee Electric Light to approve.

**Jeff Cady** was concerned that if there is no legal rationale it will come down to the Chicopee Electric Light saying yes or no.

**Attorney Garvey** stated that if we allow it for one you have to have a specific public safety reason why you won't allow it for another.

**Councilor Dobosz** stated that there's no argument we can make for specific branding we want for the city for economic reasons.

**Attorney Garvey** stated if the city wants to put a city banner or sign on the poles, we own it so we can do it.

**Katie Longley** stated that is there a possibility of co-branding the City of Chicopee with Elms College.

**Attorney Garvey** stated that's a great idea as long as we are promoting the City of Chicopee and the Elms College. He stated it could be subject to an annual review.

**Councilor Courchesne** stated we have always been branded with Elms College.

**Attorney Garvey** stated it would be subject to the DPW, Chicopee Electric Light approval and an annual review from the DPW. He stated that the Chicopee Electric Light would be the only authorized installer of the banner.

**Councilor Brooks** stated it seems with the co-opting of the signs to be Chicopee and Elms College it becomes a non-issue

Councilor Brooks motion to recommend approval with the following restrictions – Councilor Labrie 2<sup>nd</sup> the motion – motion passed

- 1.) Subject to DPW approval
- 2.) Subject to CEL approval
- 3.) CEL is the only authorized installer of any approved signage.
- 4.) Subject to annual review by CEL and DPW.
- 5.) Elms College and the City of Chicopee shall co-brand with Elms College.

Committee vote        4 – 0 favorable

#### ITEM #2

Councilor Zygarowski motion to approve the minutes for June 26, 2019 – Councilor Courchesne 2<sup>nd</sup> the motion – motion passed

Councilor Courchesne motion to adjourn the at 6:45 PM – Councilor Brooks 2<sup>nd</sup> the motion – motion passed



#25

15'







#24

151

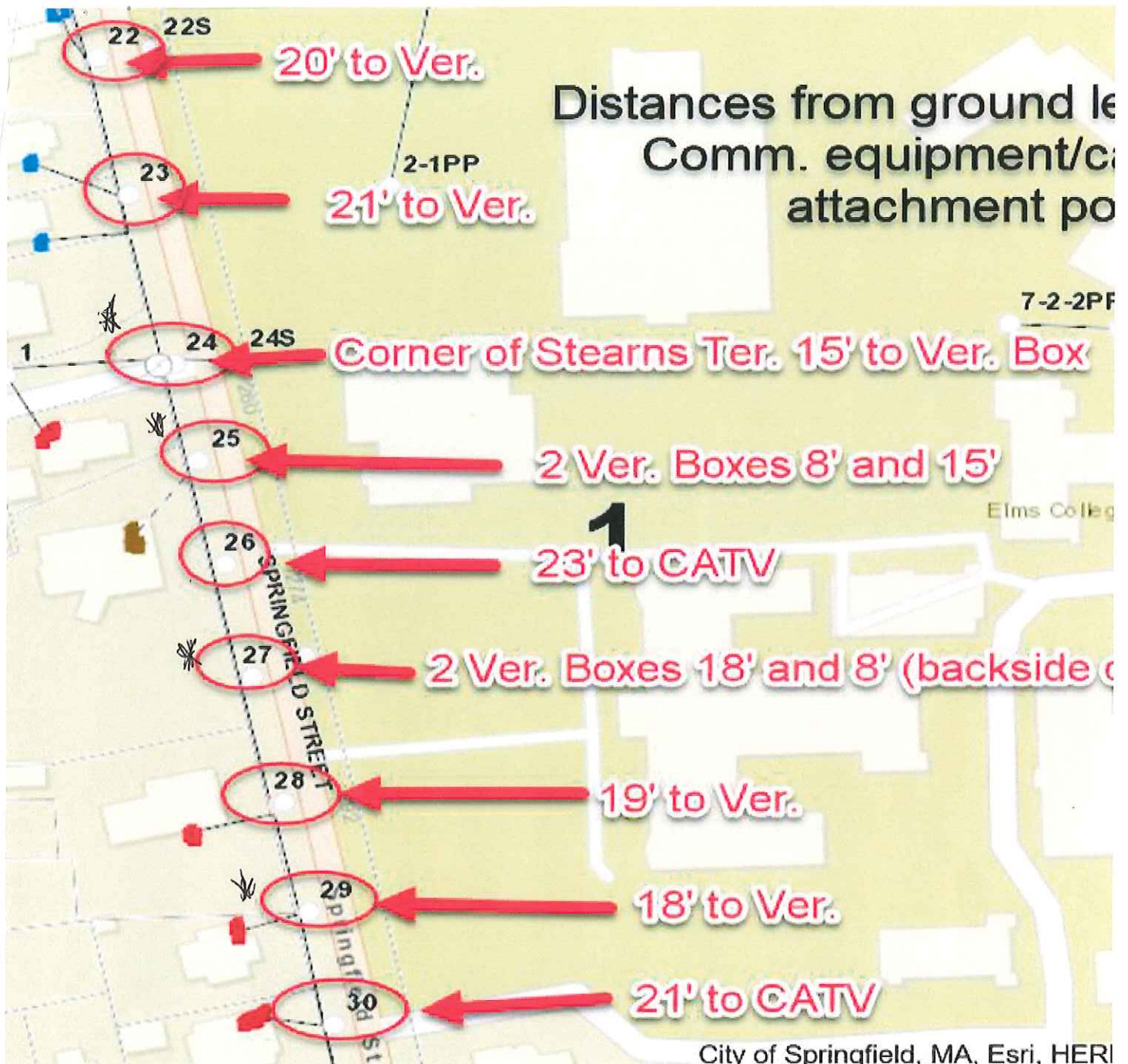
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LAMP POLE BANNERS B SPRINGFIELD STREET





City of Springfield, MA, Esri, HERE